Thomas’ and the National Honey Board team up for the Sweetest Promotion Ever!

- A perfect marriage: 57% of honey consumed during breakfast, and muffins/bagels are #2 use for honey behind beverages
- Eye-catching header cards (#1 below) on joint displays of Thomas’ and honey attract shoppers’ attention and spur incremental sales
- Millions of high-value on-pack instant-redeemable coupons (#2 below) drive impulse purchases of both products
- Plan your feature and merchandising activity now to leverage this volume-building program during Q1 2017!

Key Selling Points for Honey
- Retail accounts for 40% of all U.S. sales volume (Technomic)
- One of fastest-growing grocery categories, with dollar sales surging +9.0% in 2015 (Nielsen)
- 80% of U.S. HHs purchase honey, and 45% of consumers use honey at home at least once or twice per week
- Strong, positive perceptions of honey: consumers rank key attributes as natural, unprocessed and flavorful

Key Selling Points for Thomas’
- Flagship brand owned by Bimbo Bakeries USA (part of Grupo Bimbo, world’s largest baking company)
- #1 selling English muffins with 71.5% dollar SOM*
- #1 selling grocery bagels with 63.2% dollar SOM*
- 136 year-old, $1.1B brand (bigger than Cheerios!)*
- Industry leading direct-store delivery and merchandising support

*IRI, 52 wks ending 7/10/16